

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

**MHP 7233 – HUMAN PERFORMANCE TECHNOLOGY**

(All sections / Groups)

01 FEBRUARY 2018

2.00 pm – 4.00 pm

( 2 Hours )

---

**INSTRUCTIONS TO STUDENTS**

1. This Question paper consists of 4 pages including the cover page with 5 Questions only.
2. Answer **ALL** questions with relevant examples. **ALL** questions carry equal marks.

## INSTRUCTIONS TO STUDENTS:

You are required to answer **ALL** the questions. Please read the questions carefully and answer accordingly, supported with relevant examples where necessary.

### Question 1

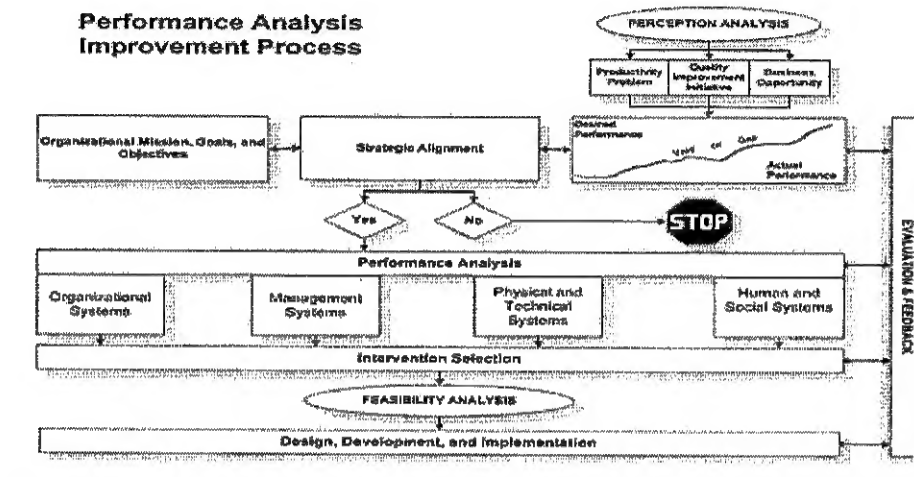


Figure 1: Performance Improvement Process

Needs for performance improvements are often identified in organizations in order to strategically align with organizational mission, goals and objectives. In order to identify which needs are important and deserve attention, the Perception Analysis process uses three guiding questions to reveal three important aspects of the need: who, how, and why?

Explain, in the context of e-learning implementation in an organization, how these information helps gauge individual and group perceptions and possible ambivalence toward, support for, or resistance to an identified need and potential interventions.

[Total marks: 20]

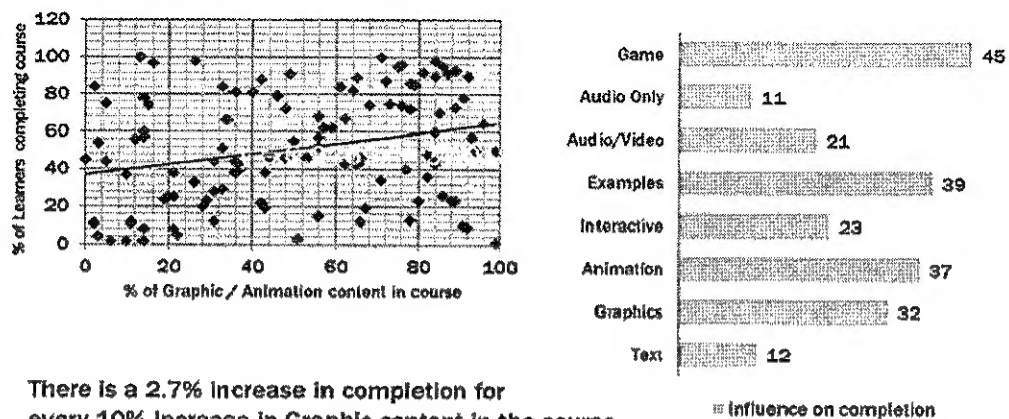
### Question 2

One of the drawbacks of e-learning training is that employees feel isolated from their coworkers and online instructors. As a result, many often lose interest to complete the e-learning training.

- Based on e-learning focus for training employees, present a possible cause analysis report based the context stated above and on the following data (10 marks).
- Suggest an intervention to improve the retention rate of employees in e-learning training (10 marks).

[Total marks: 20]

Continued..



There is a 2.7% increase in completion for every 10% increase in Graphic content in the course

Gaming content is more than 2 times influential towards completion of a course than AV content.

### Question 3

Explain ONLY TWO of the performance interventions listed below and how it can be implemented through e-learning. (10 marks for each performance intervention)

- Coaching
- Culture Change
- Job Aids
- Knowledge Management
- Team Building
- Electronic Performance Support System

[Total marks: 20]

Continued..

**For Questions 4 and 5, please answer based on the Case Study Given.**

**CASE STUDY**

A new sales manager had recently joined a company. While he had some experience with the products and services offered by his new company, he had little sales experience. One month before he had joined his new company and while working at his former company, he had been involved in the purchase of the new products and services. He was very enthusiastic about the services being offered, understood their potential, and wanted to join his new company to be a part of the team that brought the new products and services to a broader market.

Interviews with the salespeople under the new sales manager indicated that they were aware of the goal of one sale per salesperson in the next three months. They were becoming concerned about making the goal. They were well equipped with laptop computers and demo programs but individually each salesperson was lacking some knowledge and skills necessary to be successful. Guidance was limited at best, and feedback from their prospects was nonexistent. All wanted to do a good job and appeared to be highly motivated but did not know what it would take to make them successful.

After the consultant met with the sales manager and several of his salespeople, a proposal was developed that included four hours of leadership and coaching training for the sales manager and the other managers associated with the customer service process. This was followed by sixteen hours of consultative sales and customer service training for all sales and customer service personnel.

**Question 4**

Describe a implementation plan for the proposed performance intervention. The implementation plan should cover the following strategies:

- Communication
- Change Management
- Employee Development
- Process Consulting

E-learning training should be included in the implementation plan.

**[Total marks: 20]**

**Question 5**

Clarify how the evaluation for the implementation of e-learning training in the above case study is implemented according to the three scope of implementation, with examples of two methods of evaluation.

**(4 marks for every scope and methods of evaluation = 20 marks)**

**End of Paper.**